

\* 2  
26238A SPOL CH  
\* 17809 SCAPOLD S

COPY MADE

\* 1983-11-16

\* ATT: F DULLES  
\* -----

\* CC: R CORNER  
\* H GAISCH (FTR)  
\* J GIBSON  
\* W THOMA

\* RE: BARCLAY - NORWAY  
\* ---

\* OLE BACHKE HAS RECEIVED FOLLOWING LETTER DATED NOVEMBER 11  
\* FROM TIEDEMANN'S LAWYER IN NORWAY.

\* TRANSLATION:

\* QUOTE

\* J L TIEDEMANN'S TOBAKSFABRIK AND THE LAUNCH OF THE BARCLAY  
\* CIGARETTE  
\* -----

\* FROM J L TIEDEMANN'S TOBAKSFABRIK I HAVE RECEIVED YOUR LETTER  
\* OF SEPTEMBER 30 FOR REPLY, AND I HAVE ALSO RECEIVED A COPY  
\* OF YOUR LETTER OF OCTOBER 24 TO TOBAKSFABRIKEN.

\* OBVIOUSLY YOU AND YOUR CLIENTS HAVE HAD THE OPPORTUNITY TO SEE  
\* THE PACK IN WHICH BARCLAY NOW HAS BEEN INTRODUCED IN NORWAY.  
\* WHEN THE NEW REGULATIONS REGARDING LABELLING ARE ENFORCED  
\* AS OF JANUARY 1, 1984, THE CIGARETTE PACK FOR BARCLAY WILL BE  
\* LABELLED IN ACCORDANCE WITH THE REGULATIONS. THERE WILL OF  
\* COURSE BE NO MISLEADING INFORMATION GIVEN ON THE PACK.  
\* APART FROM THIS J L TIEDEMANN'S TOBAKSFABRIK SEE NO REASON TO  
\* GIVE FURTHER INFORMATION REGARDING THE DECLARATION OF CONTENTS  
\* ON THE PACK.

\* J L TIEDEMANN WANT TO DENY THAT, AS IMPLIED IN YOUR LETTER OF  
\* SEPTEMBER 30, WHEN MARKETING BARCLAY IN OTHER COUNTRIES  
\* MISLEADING FIGURES FOR TAR AND NICOTINE CONTENT IN THE BARCLAY  
\* CIGARETTE HAVE BEEN GIVEN. IF YOU OR YOUR CLIENTS WERE TO  
\* GIVE THE AUTHORITIES INCORRECT INFORMATION ABOUT THE  
\* CHARACTERISTICS OF THE BARCLAY CIGARETTE, J L TIEDEMANN'S  
\* TOBAKSFABRIK RESERVE THE RIGHT TO DEMAND COMPENSATION FOR  
\* ANY LOSS WHICH MAY OCCUR DUE TO THIS.

\* UNQUOTE

\* O BACHKE WILL REPLY CONFIRMING RECEIPT OF THE LETTER AND  
\* SAYING THAT WE UNDERSTAND THAT BASED ON THE COURT DECISION  
\* IN THE US BARCLAY WILL NOT PRINT 1 MG TAR IN NORWAY.

\* IN TODAY'S NEWSPAPER IN NORWAY THERE WAS AN ARTICLE ON TAR  
\* AND NICOTINE CONTENT IN CIGARETTES ON THE NORWEGIAN MARKET  
\* TOGETHER WITH A TABLE SHOWING THE TAR AND NICOTINE CONTENT  
\* OF ALL BRANDS SOLD ON THE NORWEGIAN MARKET EXCEPT FOR BARCLAY.  
\* THIS IS A CLEAR INDICATION THAT TIEDEMANN IS VERY HESITANT  
\* WITH REGARD TO THE DECLARATION OF BARCLAY.

\* BEST REGARDS  
\* JAN-ERIK GROENLUND

\* 2  
26238A SPOL CH  
\* 17809 SCAPOLD S

2501048476

PHILIP MORRIS EUROPE SA

17 NOV. 1983

EEMA LEGAL DEPARTMENT

File: